

INTERNET MULTICASTING SERVICE



A CYBERSPACE CHRISTMAS CAMPAIGN

SANTA TO RETURN TO THE INTERNET

CORPORATIONS ASKED TO ADOPT CHARITIES TO MAKE THE SEASON MERRY

This year, Christmas comes to Cyberspace a bit early as the computer industry is asked to put local charities on-line on the Internet computer known as "north.pole.org." On Thanksgiving, when the doors open on this multimedia computer, children all over the world will be able to experience wisecracking elves, digital Christmas trees, and an interactive Santa Claus.

Christmas is fun, but it is also a time for giving. The Christmas Cyberspace Campaign asks corporations to bring the spirit of giving to cyberspace. Corporations are being asked to adopt a local charity and pledge money. On-line multimedia exhibits show people around the world what these groups are doing to help their local communities. Each time somebody in cyberspace "visits" the exhibit describing the charity, the corporation donates ten cents. A penny saved is a penny earned and all those dimes will add up to a hefty contribution.

With millions of people on-line, the digital charity drive is trying to raise hundreds of thousands of dollars, but we want to do more than just send checks out. By having people on the network visit each charity, the season becomes a time to learn about the work others are doing to help their communities. People on the Internet will be able to make their own contributions or volunteer their own time.

Aren't we jumping the gun a bit? Isn't this way too early? Not at all! October and November are being spent recruiting corporations for this digital charity drive so that when our doors open to the public at Thanksgiving things are all ready to go.

To kick things off, computer company Sun Microsystems has pledged \$25,000 and adopted the Second Harvest, a Bay Area food bank. Smaller companies can also participate: the investment banking firm of Friedman, Billings, Ramsey & Co. in Washington, D.C. has pledged \$5,000 to the Chesapeake Wildlife Heritage.

The global Internet is a "network of networks" that reaches 30 million people in over 150 countries. Growing at the rate of 15-20 percent per month, the global Internet computer network is reaching huge numbers of children all over the world. The digital Christmas campaign will be built on two sets of tools that are commonly in use. Electronic mail allows anybody, even those with low-end computers, to send messages and receive personalized responses from Santa, the Elves, or Rudolph. The World Wide Web is a multimedia interface to the Internet which adds nice graphics, audio, and other advanced features.

Corporations wishing to participate should contact Luther Brown, Vice President of Programs for the Internet Multicasting Service for details. Luther can be reached by electronic mail as elfmaster@north.pole.org or by phone at (202) 628-2044.

The service will open Thanksgiving at the following addresses:

Electronic mail: santa@north.pole.org
elves@north.pole.org
rudolph@north.pole.org

Human Beings: elfmaster@north.pole.org

World Wide Web: <http://north.pole.org/santa/>

The Internet Multicasting Service is a 501(c)(3) non-profit corporation which operates a "radio station" over the Internet. Personal computer users all over the world listen to programs such as National Press Club luncheons. The Internet Multicasting Service also distributes the full text of all U.S. Securities and Exchange Commission (SEC) and Patent documents. Other well-known programs pioneered by the Internet Multicasting Service include a variety of on-line multimedia exhibits such as the French Embassy, Internet University, and the Internet Phone Company. The group is supported by corporate and governmental sponsors who include Sun Microsystems, O'Reilly & Associates, NASA, the National Science Foundation, ZD Expos, and MCI.

For More Information

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ABOUT THE INTERNET MULTICASTING SERVICE

Mondo 2000 calls it "definitely revolutionary." *The Associated Press* refers to it as a "glimpse of the future." *Popular Science* warns, "Move over, Larry King." And a *New York Times* front-page headline reads, "Turning the Desktop PC into a Talk Radio Medium." What these traditional print media are referring to is the first ever radio station in cyberspace, brought to you by the Internet Multicasting Service. Audio and multimedia programs are distributed on the global Internet computer network, a network of networks that reaches 30 million people in over 140 countries and is growing at a rate of 15-20 percent per month.

Located in the National Press Building in Washington, D.C., the Internet Multicasting Service is a non-profit radio station in cyberspace, operating two channels, and designed as a professional, informative source of news and information about public affairs, science and technology. The Internet Town Hall is the public affairs channel and Internet Talk Radio is the science and technology channel. Until last year, a broadcasting station in space was largely unthinkable. Now, the Internet Multicasting Service is not only a reality, it sends out hundreds of megabytes of programs per month to more than 100,000 computer users in over 30 countries around the world. That audience includes leading research institutions, corporations, and universities in places ranging from New York to Moscow to Sydney to Tokyo.

Programs have included luncheon addresses from the National Press Club in Washington, D.C. A few of those speakers were His Holiness, the Dalai Lama of Tibet; Senator Bob Dole; U.S. Trade Representative Michael Kantor; Commerce Secretary Ron Brown; Tenor Jose Carreras; Larry King; Yassar Arafat; and Dr. Robert Sheets. Other programs include the *Geek of the Week* interview, and numerous programs from public broadcasting including *Technation*, *Dialogue*, and *Common Ground*. One recent addition to the Internet Multicasting Service's programming schedule is the daily *HarperAudio!* program, featuring distinguished figures from the arts and letters such as T.S. Eliot, Robert Frost, J.R.R. Tolkien, and Ernest Hemingway reading their own works.

In addition to the regular daily programming, the Internet Multicasting Service produces special events, such as a first-ever live audio link between National Public Radio's *Talk of the Nation/Science Friday* and the global Internet. The Global Schoolhouse Project allowed children in London and the United States to brief senior government officials via an Internet videoconference about the results of their research on the environment. An on-line Santa Claus answered over 5,000 e-mail messages from all over the world addressed to santa@north.pole.org.

The Internet Multicasting Service is not limited to audio data. Under a grant from the National Science Foundation, the full text of all 1994 U.S. Patents and Securities and Exchange Commission documents are posted for free access on the Internet. The project was heralded by the *New York Times* as "U.S. Shift To a Freer Data Policy" and a White House spokesman called the project a administration priority and "another indication of the Administration's commitment to make Federal information available to the taxpayers who paid for it."

The Internet Multicasting Service received its initial funding, in both money and equipment, from Sun Microsystems and O'Reilly & Associates. Continuing major support is provided by Interop Company, O'Reilly & Associates and Sun Microsystems. Network connectivity is provided by MFS Datanet and by UUNET Technologies. Additional support is provided by Cisco Systems, Harper Collins, Persoft and WAIS Inc. For special events, a variety of other institutions have contributed people or other resources including Xerox PARC (Palo Alto Research Center), the Advanced Research Projects Agency (ARPA), MCI, the National Science Foundation, and Cornell University.